



# Brainstorm in a Box

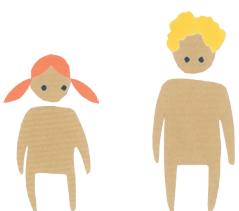
Welcome to the Brainstorm in a Box for the Impact Challenge!

We're tackling the topic of impact, from small yet meaningful actions you can take with your family, friends and community, to bigger and grander plans to make the world a better place. We're glad you can join us!

In the Concepting phase we're seeking your fresh ideas that address the challenge question. These could be big ideas, little ideas, mobile ideas, rural ideas, urban ideas... all are welcome.

Running a live brainstorm with your friends and colleagues is a great way to get some ideas down quickly and easily. It's fun!

This "Brainstorm in a Box" is a handy tool for hosting your own brainstorm. Once you've run your brainstorm, be sure to upload your ideas online at: <http://bit.ly/impact-ideas>



How might we increase social impact with  
OpenIDEO over the next year?

Open IDEO



## Here's how...



### 1. Gather your participants and materials

Send out an email, organise brunch, and get your brainstorm group together. 3-7 is a good group size. Or you could also use this guide to brainstorm on your own while commuting to work, waiting for a friend, or instead of watching TV.

Materials to have handy include blank paper (or printouts of the Concept Capture Sheets we're providing you in this toolkit), post-its and sharpies. M&Ms and sweets are good for a pick-me-up during brainstorm sessions too!

### 2. Pick a brainstorm topic

Choose a topic in the form of a "How might we..." question. Like, "How might we leverage our digital and in-person networks to achieve greater impact?"

### 3. (Optional) Start with a warmup exercise

To get your creative brainstorming energy flowing, you might try a quick warmup exercise that's related to the topic (check out the next page for tips...)

### 4. Ready, set, brainstorm!

Brainstorm for 15-30 minutes on each topic. Go for quantity, defer judgement... check out the Rules of Brainstorm ([http://bit.ly/oi\\_brainstorm](http://bit.ly/oi_brainstorm)) for more tips.

### 5. Upload the concepts

This is potentially the most challenging but important part of your mission: uploading the ideas to OpenIDEO afterward! With the Concept Capture Sheets, you can easily scan them all in at work, or take photos of each and upload as images in the Concepting form: <http://bit.ly/impact-ideas> Add a line at the bottom of your post to let everyone know you used the Brainstorm in a Box toolkit and help spread the word!



# Brainstorming topics

## What kinds of tools and resources might we develop to increase our ability to collaborate virtually, across geographies?

In-person collaboration is fun, interactive, and instant. What can we do to make virtual collaboration feel more like what happens in person? After all, the more we collaborate, the greater our chances for increased impact.

**Warm-up:** List 10 reasons why working in person with a team is easier than working remotely with a team.

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## How might we better support you, the OpenIDEO community, to get active & involved in creating impact in your own communities?

OpenIDEO is a place for people to get inspired and to create positive change. What are some of the tools, information and advice you need to make a difference in your local area?

**Warm-up:** List 10 examples of issues / needs faced by people in your community.

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## How might we utilise social media and social networking to increase our social impact?

Digital tools like Twitter, Kickstarter and Meetup make it easier than ever to share stories, collaborate and have impact. How can we maximise digital tools so we're reaching the most people and achieving the most impact we can?

**Warm-up:** List 15 examples of social media and social networking sites that connect people and/or encourage action plus impact.

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## How might we encourage more people to join us in our pursuit of social good?

We're having a great time at OpenIDEO, right? How might we attract and nurture an even more active, diverse and engaged global community? Because, creativity loves company!

**Warm-up:** List 20 kinds of groups, communities, locations which you think we're not currently reaching who would enrich our OpenIDEO community.

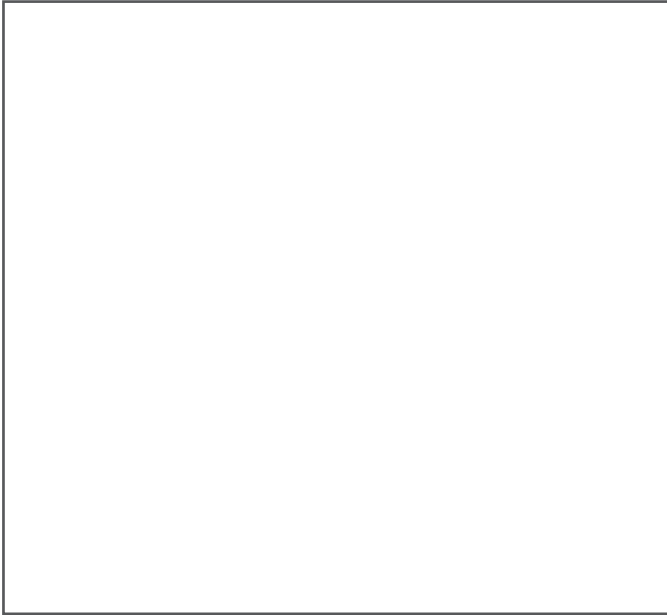
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Concept Capture Sheet

Name \_\_\_\_\_

Sketch your concept!



Quick summary

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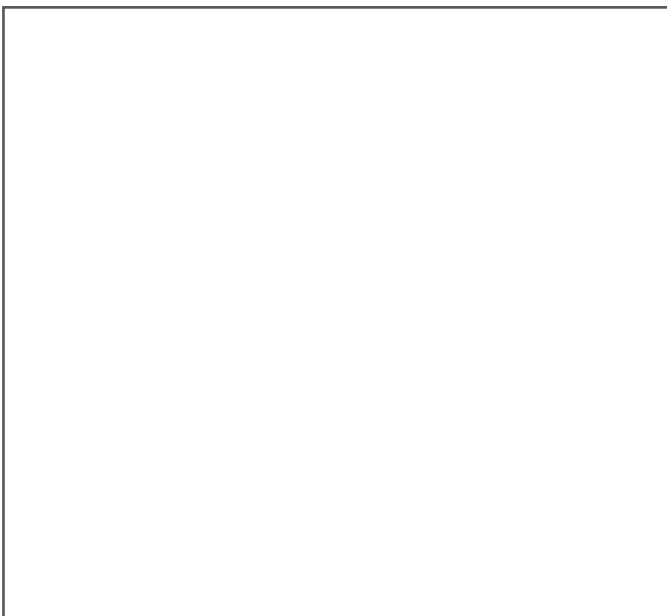
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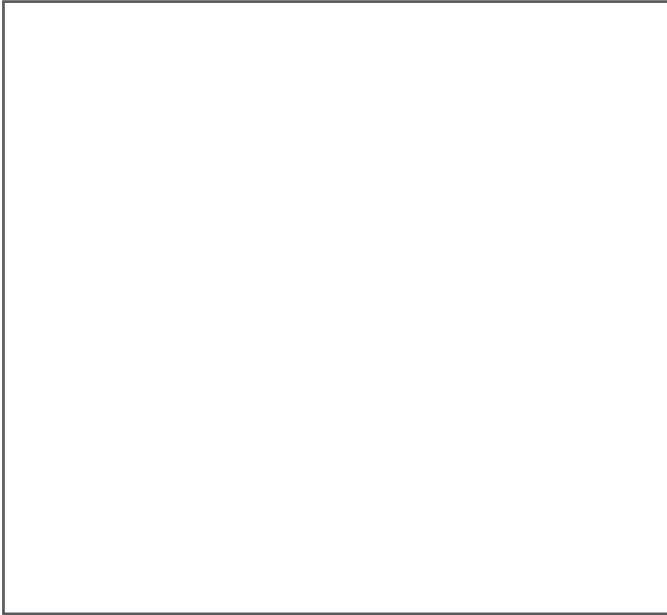
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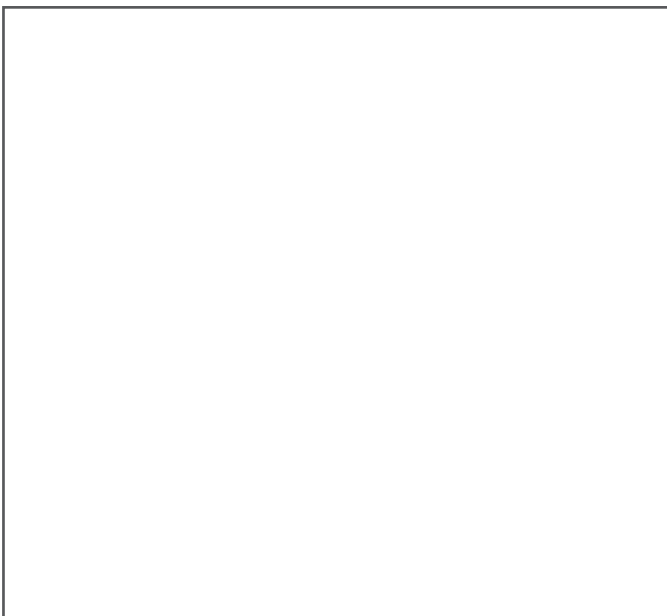
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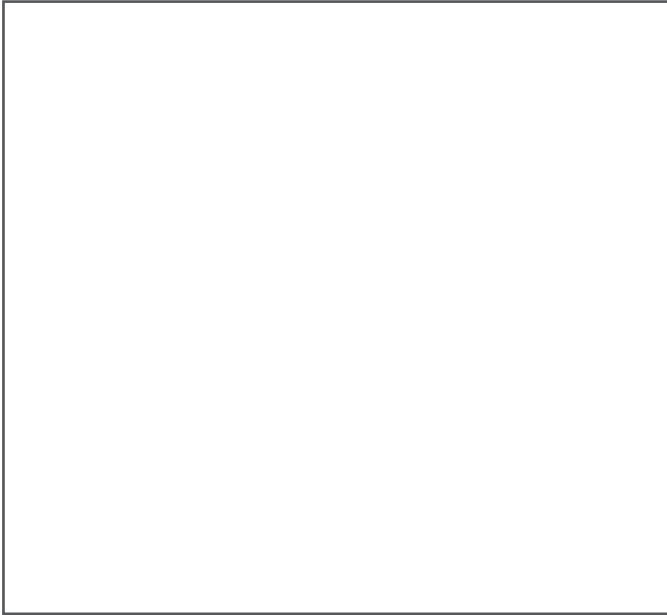
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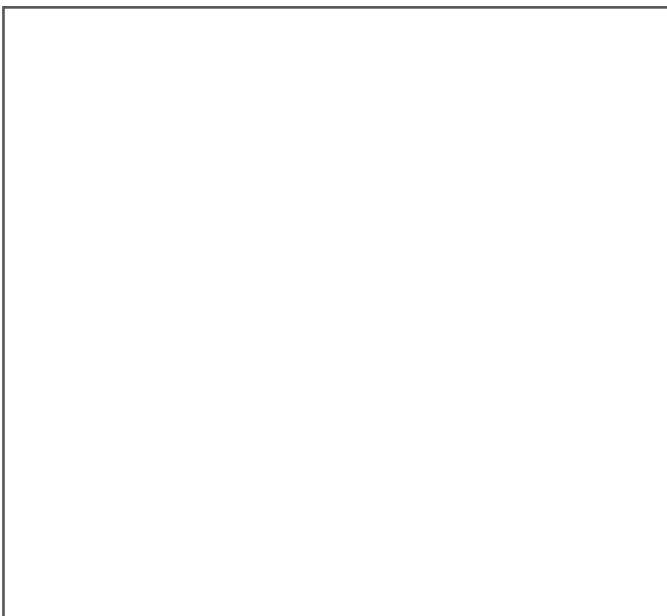
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